



BID Update newsletter

For local boards and business associations operating Business Improvement District (BID) programmes in Auckland's town centres and commercial precincts.



Welcome to the October 2017 **BID Update** newsletter.

In this edition, we cross the Shore to meet the experienced Murray Hill, a bright BID newcomer in Toni van Tonder and let you know of an impending vacancy at Takapuna Beach.

We explain why and when a new, 2016-17 Annual Accountability Agreement is required. We also include links to recent presentations and provide contact details if you wish to follow up.

Visit <https://bid.aucklandcouncil.govt.nz/news> and scroll down to **BID Update** newsletters to access previous editions.

Key Links

October 2017

- [BID news](#)
- [Calendar](#)
- [BID policy](#)
- [AGMs](#)
- [Useful documents](#)
- [Email the BID team](#)

September in review



Professor Jonathan Elms, *pictured*, from Massey University's Centre for Advanced Retail Studies (CARS), presented the headline findings of the 2017 **Big Issues in Retail** survey to September's networking meetings. You can find Jon's presentation [here](#), visit [CARS online](#) or contact him at j.r.elms@massey.ac.nz

Takapuna Beach Business Association is hosting a special event for local retailers at the Bruce Mason Centre later this month. Joining Jon on stage will be Professor Kim Cassidy from Nottingham Trent University in the UK whose presentation **How can we better innovate on the high street to shape the future retail landscape?** will be recorded and available online.

We will send you a link once it's posted.

Street issues



The first in a series of [Street Issues](#) workshops addressing begging, harassment & petty crime, attracted many engaged BID managers late last month.

Thanks to Wendy Dunn (Howick Village, formerly Manurewa & Blockhouse Bay) & **Richette Rodger** & her Ōtāhuhu team, *pictured left*, for sharing their insights, experience & initiatives during the topical & interactive session held at Highbrook.

A follow-up session next year could lead to other crime prevention projects, programmes such as CCTV, security patrols, BID member crime updates & communications.

Local board liaison role in focus



Phelan Pirrie presents.

We recently held a [BIDs & Boards](#) workshop specifically for local board members appointed to liaise with BIDs.

Together, Alastair, Claire, Rose, Steve & Paul from the BID team outlined the importance of local boards to the BID programme and their appointees' role and responsibilities.

Special thanks to Terry Holt (Takapuna Beach CEO) & **Phelan Pirrie** (Rodney Local Board Deputy Chair & liaison North West Country) for sharing their insights into on what makes an effective & aligned BIDs and (local) boards working relationship.

What's up this month

Central South – Mon, Oct 16th 10am

North West – Tues, Oct 17th 10am

Mahi tahi ki nga Poāri
a Rohe - Working
Together With Local
Boards



2017



On the subject of local boards, October's networking meetings will focus on relationship building with your local board(s). Specifically, the discussion will focus on how these relationships are developing, what works in different situations and how to get assistance in progressing projects.

We will also be seeking your feedback on our [BIDs website](#): its effectiveness and how we can improve it.

Finally, just a reminder that we're also conducting research to better understand and support business associations that operate BID programmes. We'll email BID managers and chairs an online survey which will also help us to identify initiatives that encourage collaboration between business associations and the council family to meet shared strategic outcomes.

The confidential survey will only take about 10 minutes.

ATEED's your LED SME



Paul Robinson, ATEED's Local Economic Growth Manager, wrote to BID managers last month inviting you to encourage local businesses to attend upcoming *Running Your Business* workshops. [READ MORE.](#)

On the topic of roles, the importance of ATEED in advising local boards on local economic development (LED) opportunities emerged as a discussion point at the *BIDs & Boards* workshop.

ATEED are the council's LED subject matter experts, offering [a range of advice and services](#). This may include the development of projects and initiatives that directly or indirectly involve BID programmes.

Two key points:

1. ATEED's predominant activity with BID programmes is mainly at an individual company level.
2. It's local boards that largely fund ATEED to deliver LED programmes.

Governance advisors allocated BIDs



Steve



Paul

[Steve Branca](#) and [Paul Thompson](#) have now been assigned responsibility for providing governance advice and support to specific BIDs. [See list.](#)

The allocation reflects the fact that Paul, in addition to being the primary governance contact for 40% of BIDs, is also responsible for maintaining the BIDs website, producing monthly newsletters and other communications support to the team.

You can still email the team at bids@aucklandcouncil.govt.nz and your query will be directed to Steve or Paul, Rose (Relationship Specialist) or Claire (Growth Specialist).

New (financial) year, new approach!

Annual Accountability Agreement



The signing of the Annual Accountability Agreement by the chair of the business association board is a requirement of the BID Policy (2016). Its purpose is to confirm baseline accountability mechanisms are in place.

Annual Accountability Agreement: Year ending 30 June 2018

Heart of the City Business Improvement District Programme

Please confirm each requirement has been achieved by ticking AND attaching evidence of completion of each section

Requirement	Completed
1. Incorporated Societies Act 1908 – all requirements as per the Act and your business association constitution have been completed (note: this is an ongoing annual requirement for all incorporated societies) includes: <ul style="list-style-type: none"> Financial statements filed Annual General Meeting undertaken. 	✓
2. All information required by Auckland Council as per the BID Policy (2016) has been forwarded to bids@aucklandcouncil.govt.nz on 30 November 2016	✓
This included:	
a) the audited accounts	
b) the proposed budget for the upcoming year	
c) report reviewing actions in annual business plan /bv	

With the 2016-17 financial year (*to 30 June 2017*) over and AGMs being planned, held & documented, you can also start ticking off the items in your 2016-17 Annual Accountability Agreement (AAA) which you should complete by *next* March (2018).

The AAA, sample pictured, is the two-page checklist of baseline accountability measures that assures us all's well with the running of your BID.

For more details about why it's important and what will happen if you don't send it to us, [read this.](#)

- See [Useful Documents.](#) for the form or contact Paul or Steve.

Devonport holds AGM & introduces Toni. . .



[Devonport Business Association](#) held its AGM on September 18 at the village's iconic Esplanade Hotel.

It was a great opportunity to showcase the year's achievements and to introduce new manager, **Toni van Tender**, pictured left with Chair *Dianne Hale*.

Energy, enthusiasm and passion sum up this Devonport local. [READ MORE.](#)

To know how to prepare for an AGM and how to document the outcomes, see the [Annual General Meeting Guidelines \(PDF 3.6MB\)](#). Before holding an AGM, please [send us](#) all your AGM documents, and draft resolutions.

New BID manager wanted for Takapuna Beach



There will soon be another new face on the North Shore, with a vacancy at [Takapuna Beach](#).

Chief Executive Terry Holt will leave the well-established BID at the end of the year. However, before he goes, Terry is helping the business association find his replacement.

The role is now [advertised](#) and you can also contact Terry on 021 042 8232 if you would like to pick the brains of someone who has been doing the job since 2015.

Where you'll find blokes in the plaza



Murray Hill

Browns Bay BID Manager **Murray Hill**, pictured, applies his retail background, marketing nous and joie de vivre to full effect in promoting the beachside shopping district.

The [town centre's](#) slogan - *live, laugh, enjoy* – pretty much sums up Murray, who also manages Milford and established another village BID, Devonport, back in 2014.

Murray has also been applying his skills to a campaign of finding tenants for Browns Bay's remaining empty shops.



[READ MORE](#)

Dominion Rd's year in review



Well done to the team at Dominion Rd for producing this attractive, easy-to-follow [Annual Report](#).

Featuring everything from the Chairman's YE report, Business Plan and 2017-18 budget, the convenient A5 format provides a valuable resource to take away from the BID's AGM.

Kudos to Hannah Stoddart of Gary Holmes' Campaignz team for her design skills.

Glen Innes: the year-in-review



Security remains an important focus for the BID and crime prevention is a top priority.

Pacific Warden **Lopeti Ma'aupepe**, *pictured*, is an important member of the Glen Innes team.

Lopeti's patrolling of the town centre on weekday afternoons has attracted widespread support from businesses – and effectively resolved complaints of local youth harassment.

For more insights on security and the important role of the Maungakiekie-Tāmaki Local Board, read [GI's year-in-review](#).

Neighbouring BIDs link networks



Thumbs up to neighbouring BIDs, [Panmure](#) & [Glen Innes](#) for holding a successful joint networking session recently, in association with Rotary East Auckland.

With keynote motivational speaker, Debbie Mayo-Smith, the event attracted an engaged audience of around 50 Tamaki-wide business people.

Panmure's **Chris Sutton** says Debbie explained how to use everyday technology to improve your business in a low-cost way.

"With a focus on using cloud software and Google to improve the ways in which you communicate with clients and promote your business, Debbie was well received by those attending," says Chris.



View from the Chair

Margaret Holmes, Pukekohe



[Pukekohe Business Association](#) Chair **Margaret Holmes** says the creation of Auckland Council in 2010 gave the town centre in Auckland's rural south the impetus to become a BID.

"I was inspired to get involved with the organisation to ensure the interests of business in Pukekohe were properly represented and to ensure local business continued to thrive, particularly as local government reorganisation was under discussion at the time," says Margaret, who will this month step down from the board after eight years in the chair.

[READ MORE](#)

Local Board insight

Danielle Grant, Kaipātiki Local Board



Kaipātiki Local Board Chair **Danielle Grant**, *pictured*, is her board's BID representative on the Birkenhead Town Centre Association executive committee.

[Birkenhead](#): the village with a view is one of two BID programmes in Kaipātiki, the other being the recently revived Northcote.

"We like to keep our 'BIDs' near and dear to our heart," says Danielle.

[READ MORE](#)

Youth employment matters

YOUTH CONNECTIONS
Youth Employment Matters



Oct 11, Trusts Arena, Waitakere

[Jobfest West](#) is a win-win for young jobseekers and employers alike.

Youth employment matters not only to Auckland Council but to several BIDs which are actively collaborating with initiatives aimed at getting young people into work.

Council's [Youth Connections](#) Business Development Manager, **Carol-Ann Southern**, has – with help from our Relationship Specialist, Rose Cosgrove - engaged with BID managers from across the city.

"Connecting young Aucklanders with local job opportunities through initiatives such as this month's [Jobfest](#) out west, is our programme's goal," says Carol-Ann, who was a guest at our Central-South BID networking meeting in September.

Council CCO ATEED is an official partner of the Youth Employer Pledge. [Watch video.](#)

Remember the 'diversity dividend'?



DOMINION RD

Remember back to April when [Steve Adams](#) from digital consultancy Socialize presented on *Effective Engagement in the 21st Century?*

Well, we caught up with Steve recently to learn who he's been working with in the world of BIDs and how the 'diversity dividend' may be paying off at a town centre or business precinct near you.

We're talking with BID managers who've either spoken to or are working with Steve. We'll report back next month.

Kipling on governance

Governance and Management: A Summary, by Rudyard Kipling

SIX HONEST SERVING MEN

I keep six honest serving-men

(They taught me all I knew)

Their names are *What* and *Why* and *When* [Board]

And *How* and *Where* and *Who* [Management]

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WESTLAKE
GOVERNANCE

Leading governance trainer and experienced board chairman, Richard Westlake, applies a governance interpretation of a Kipling poem (or rather its first few verses).

In this graphic, Richard separates the different, but complementary, roles of the board (governors) and management.

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[For more, visit website.](#)

IN BRIEF



- Check out Auckland Transport's projects [here](#)
- And Have Your Say on AT projects [here](#)
- Singapore pilots BID... [more](#)
- Newport's tourist BID raises millions. . . [more](#)
- Plymouth BIDs back live adventure game. . . [more](#)

Send us your stories, photos and feedback!

This e-newsletter was sent from Auckland Council's BID Programme Team, Governance Division, Level 25, 135 Albert St, Auckland. If you no longer wish to receive this email, please contact us at bids@aucklandcouncil.govt.nz

